



REAL PEOPLE WITH HOME PROJECTS

We asked the readers of Home Design Collectors Annual what they thought of the magazine in an activation that ran from January to May 2020. We got 8,000 responses, below are 100...

NAME	STATE	COMMENT ON HOME DESIGN	SUBMISSION DATE
Caitlyn Dexter	QLD	As someone who's 5 days away from settling on their first home/reno undertaking I think this issue of Home Design gives realistic suggestions for what can be achieved and makes the task ahead less daunting/more fun!	2020-05-01 11:45 AM
Melissa Stanton	WA	Great inspiration & styling tips as I'm currently renovating my bathroom, outdoor area & garden. Good products used too.	2020-05-08 01:22:25
David Gibbs	WA	Has such amazing ideas for our new home we are building. Can't wait to put them all into action on our build	2020-05-10 18:56:28
David Gould	NSW	This issue led me to find the s600 range from INAX. It added new prospects to my pending bathroom renovation.	2020-05-08 21:05:39
Helga Grenkowitz	QLD	We are currently in the process of building a new house. The Home Design magazine gives us great ideas for our dream house.	2020-05-07 19:10:21
Lisa Thomas	NSW	We have just picked the interiors of our new home. Home Design helped immensely with inspirational ideas and colour schemes! We look forward to continuing to get great ideas on how to furnish and decorate our new home.	2020-05-07 03:42:03
Patricia Payne	NSW	I loved it because I am about to renovate my house and it inspired me to take my time and decorate with nice pieces!	2020-05-08 03:47:53
Kaylene Vanderwolf	QLD	It's full of helpful hints, ideas and designs for me to hopefully utilise in my daughters' new home	2020-05-08 21:31:44
Tanya Humanes	VIC	I love the magazine as a whole as it has the new in stylish must haves on trend. Perfect as we are building our first ever home and has come with a lot of doubt and might had to withdraw at times.	2020-05-08 21:42:49
Tom Cortis	NSW	My favourite feature is the in-depth discussions with home builders, getting beneath the surface of a big-name builder is important for me to see if their values match my own - after all, they could be building my family's home!	2020-05-09 05:43:23
Elen	VIC	What a great issue just when I'm renovating my garden bathroom - I can really do with a lot of what is in this issue and great ideas	2020-05-09 21:44:22
Mason Gasowski	VIC	Two words: BIG INSPIRATION. I have just bought my first home and Home Design provides user-friendly access to the most amazing design ideas!	2020-05-09 22:32:07
Stephen Crocker	NT	When I think I've got the perfect balance at home (design/tech/trend), rethinking everything, #22.4 has me doing a bedroom makeover!	2020-05-10 01:00:30
Dorian Peacock	VIC	It's got heaps of great information and ideas for all areas of the home we'll be renovating shortly , as our home is in desperate need to be updated asap So it'll give me some inspiration for ideas?,	2020-05-10 01:07:50
Carissa Farrelley	QLD	I now have the funds to begin buying these things for my home so it will be a great read to give me inspiration	2020-05-10 01:11:18
Isabella	QLD	I love to find inspiration for my own home in this issue, I am about to move into my first apartment and there were so many ideas that encompass the modern, natural fresh theme I am after!	2020-05-10 04:57:46
Bianca Price	VIC	It gave me great ideas for updating my house for winter , as well as some ideas for quick easy ideas for refreshing the style with minimal spend or effort	2020-05-10 17:58:12
James Harris	NSW	It always gives me awesome ideas about new styles for our home. This one especially because we are in lockdown, we are much busier freshening up our home and reorganising/redecorating!	2020-05-10 19:17:01

Rachel Bigg	SA	We are always renovating our home and hoping to get buy an investment home soon. I love the magazine as it inspired me and fills me with ideas!	2020-05-11 00:34:12
Amy Stevenson	SA	A year into our new home and I need inspiration without having to go in store; this issue has given me guidance. Now the possibilities in our home feel endless. Grateful reader right here!	2020-05-11 01:05:17
Adrian Wilson	SA	My wife kept trying to get my attention with, look at this, we could probably do that.	2020-05-11 02:53:30
Liza Bak	NSW	Every issue of home design is always a great read but #22.4 resonates with me for the bedroom ideas because I've had the same bedroom and bed furniture for the last 21 years and I want to update my bedroom this month to this century and jazz it up and look fresh.	2020-05-11 05:12:35
Kelly McGinnity	WA	I am getting the keys to our new family home next week and Home Design has been a huge source of inspiration. I am loving the vertical timber finish on cabinetry you've shown in one of the kitchens displayed.	2020-05-11 05:54:51
Steven Fletcher	WA	I move into our new home next week. We are planning on using a black and white palette in our house after being inspired by the colonial black and whites in our old home town of Singapore. Your black and white federation feature has given us plenty of ideas!	2020-05-11 06:14:25
Sally Martin	SA	Love that piece on warehouse conversions and the tile files as well. Were just planning a bathroom redo at the moment and it's so great to conceptualize different ideas and thanks for adding a price range just makes budgeting even easier. Thankyou	2020-05-11 21:47:14
Kim Mortimer	QLD	I live for Home Design to help shape and influence our ongoing renovation which we started last year. This issue has been great on providing insider tips on things to avoid when renovating and the tile section was particularly helpful!	2020-05-11 23:10:01
Fabian Sbrissa	VIC	I've recently moved into a new house after divorce. Home Design inspires me to re-invent myself and rebuild my home life	2020-05-12 04:21:50
Rebecca Weinert	QLD	I truly love the Home Design magazines. We have recently bought an old home and we are renovating it. We use the Home Design magazine for help us see a wide variety of kitchen and bathroom ideas and Manchester/homewares placements. In Issue #22.4 I like the tapware article.	2020-05-12 05:41:09
Michelle James	VIC	Loved seeing the beautiful, latest trends, including the comfy outdoor beanbags and planters. Would like fabulous in our new house which is nearly complete!	2020-05-12 07:19:28
Celeste Cavanagh	QLD	It's a stay at home Mums dream because every time my hubby gets annoyed at me for buying stuff, I just blame Home Design.	2020-05-12 17:38:54
Adrienne Harries	QLD	Gives product alternatives, developments and insights as well as style. Shows photos of liveable home looks that are not sterile and cold and the collector cover made me smile	2020-05-12 22:35:47
Sarah Cincotta	VIC	Having just purchased my first home on my own a friend of mine gave me your magazine to look at for some much-needed inspiration. Now need to decorate the house to a home.	2020-05-12 23:01:49
leah Johnston	QLD	Great inspirations for things I can do to improve my home with the money I was going to spend on a holiday but now can't.	2020-05-13 02:57:33
Anna Silverback	VIC	Issue #22.4 is a great read for me as it came out immediately after I made the decision to overhaul my 15-year-old, officially 'dated' home... Hitting the right note, A splash of luxury, cooking with kids -all articles absolutely relevant to begin my planning! - Love it!	2020-05-14 00:49:14
Lillias Foster	NSW	Because it showcases design that is out of the box and truly inspiring. Plus, gets me excited about my upcoming renovations in Newcastle.	2020-05-14 01:40:24
Terry Martin	VIC	As we are up for a new stove soon the go big in your home section was really useful and we love the price guide on the top as there's no use looking if it's over budget. Fun with foliage is a great read love the potting ideas as well.	2020-05-11 21:56:40
Rebecca	WA	For me, someone who is building their first home, there is a lot of great inspiration in there and tips and tricks when it comes to decorating. I especially love the Mediterranean vibes it shows and how to light and brighten a room	2020-03-16 08:42 AM
Rhianna Carter	QLD	I absolutely love the renovation inspo and expert tips! Some great insights as we are about the renovate our first home!	2020-05-04 11:07 AM
Julian Nikadie	VIC	Because it's inspired me to finally make our house more like a home with better furnishing!	2020-05-07 17:34:23
Stephanie Pemberton	NSW	As a multi-disciplinary designer, I value the intersection of architecture and design, product and place, material and technology, ingenuity and accolade. Issue #22.4 has this in spades, not to mention traversing cities and states to showcase the best home design Australia has to offer. What's not to love?	2020-05-08 01:02:07
Blain Guthrie	VIC	What's not great about it I love this magazine my styling has gotten so much better reading this magazine	2020-03-11 11:41 PM
Sally	VIC	I love the mix of high end and more budget options and I love sharing the magazine with my mum and discussing it with her!	2020-03-12 06:42 AM
Nitisha Kavin Khatri	QLD	Home design helps with home project tips. So we can continue innovating beyond our reach. Spas, pools, with Mediterranean suites, 2020's home design blitz.	2020-03-16 06:49 AM
Melissa Bengough	VIC	Being able to look at trends in renovation means I can keep adding value to my home	2020-05-07 06:27:04
Chris kuhanez	VIC	I just love the creative kitchen design ideas and the inspiring articles. Especially as I'm spending more time in the kitchen nowadays.	2020-05-07 08:24:17
Sarah Ellis	VIC	I love every issue but the main reason is the inspiration to create my dream home in my fixer upper!	2020-05-07 19:14:56
Nicky Paige	NSW	Like all the issues there are amazing ideas, some on our wish list and some we take on board and do. Bright informative magazine.	2020-05-07 20:27:47

Sam Walker	VIC	As I've got older, I've become one of those people that loves seeing home improvement ideas and stealing them for my own home.	2020-05-09 20:30:36
Mariah Lawson	VIC	Issue #22.4 is effortlessly intriguing. Having recently moved homes, with the option to browse this issue for unique ideas has broadened my perspective of style.	2020-05-08 01:55:37
Helen Bradley	WA	This issue reinforces and inspires me to follow my dreams, break the stereotypes and cookie cutters to create a home full of style and function!	2020-05-08 19:29:48
Maddy Reid	VIC	This is for my mum, whose home is picturesque and loved, and inspired by your magazines. The latest edition can always be found on the coffee table of the place I call home.	2020-05-08 21:46:07
Kerry Ryan	VIC	I like to read about a variety of home trends not just what is the current home "fashion" This is because homes need to be individualised to meet your family and lifestyle.	2020-05-08 22:03:20
Bridget Mullany	NSW	The combinations of utterly gorgeous soft furnishings inspire me on every single page. I rip pages out and walk around with them in my bag!	2020-03-22 10:12 PM
Nelle Gayle	NSW	My mind boggles and eyes goggle at the creative pages of this publication, hubby cringes and whinges with my lists of your inspiration	2020-04-04 11:17 PM
James Versteegen	VIC	It inspires me to make my house one of beauty and practicality. Spending so much time at home these days, the environment must spark joy.	2020-04-05 02:21 PM
Pat O'Brien	VIC	I don't need to hire a Decorator. I only need Home Design Magazine to get great ideas for everyroom.	2020-04-19 11:09 AM
Kathy Clark	NSW	Home Design is informative and helping me to design my home	2020-04-19 04:35 PM
choong chai	VIC	It provides insightful information on how to embellish my new home . Eloquent, mellifluous articles depicting beautiful, elegant homes. My favourite read, simply enlightening and highly entertaining amid the Covid-19 lockdown.	2020-04-21 12:26 PM
Daina Lindeman	QLD	When spending so much time at home, it is more important than ever to be happy with your surroundings. The Reno enthusiasm is contagious!	2020-04-21 02:12 PM
Emerson Rose		I think that special collectors' editions are always a great read. They're interesting, in-depth and I like that this magazine shares the artistry of design from the ground up.	2020-04-28 11:57 AM
Christine Penco	VIC	It has the inspiration I need to get me up and improving	2020-05-01 06:56 AM
Sacha Pech	SA	Just when I think I know everything I like in real estate; Home Design gives me something new and great to consider. It's pioneering.	2020-05-05 06:12 AM
Patrick Ibsen	VIC	As someone who is about to move into their own place , I want to be updated with the latest and greatest interior design. Hence, Home Design!	2020-05-07 03:01:24
Beck Bowen	NSW	We just bought our first house . Home design has the most up to date, Fun, unique & clever design tips and techniques. I've got quite the collection going, which is giving me so much inspo!!	2020-05-14 07:01:46
Theresa Mcalister	VIC	We have just bought our first home and this issue is jam packed with great ideas. I'm super excited to fill it with beautiful things and let our personality shine through the design	2020-05-14 17:18:17
Mitch Brown	NSW	I'm designing a new house and just about to put in a day and saw quite a few additions I want to add so it was perfect timing to buy.	2020-05-14 19:46:03
Keith Harkin	VIC	Contemplating a new inexpensive build , I found the Carrol Baker's article on house positioning particularly relevant in terms of energy efficiency and environmental impacts. Informative.	2020-05-14 20:15:11
Henry Sit	NSW	With all this time in lockdown surrounded by my shabby home, this issue has motivated me to go out and support our local renovation businesses.	2020-05-14 22:14:02
Leonie Crudgington	NSW	It's given me some great inspirational ideas for my interior designs and renovations, especially the Mediterranean furnishings feature, and also for my outdoor setting .	2020-05-16 06:13:19
Tess Eames	QLD	The Reno inspiration was possibly the most transformational motivation to rethink my home, to recreate my home and revive my home. I've been stuck living in an older home for too long, this gave me the agency to move forward with my renovation plans - thank you!	2020-05-18 02:50:27
Gino Premici	WA	Bumper issue. Great feature homes. Plenty of inspo... and I think I just found the perfect tiered planter thanks to Formboss!	2020-01-29 04:25 PM
Penny Vardis	VIC	Home Design you inspired my nephew to buy and decorate his first home! This Collector edition is full of great products	2020-02-03 05:34 PM
Riley Sawyer	VIC	Admiring the progression of Australia's house designs and innovative thinking gives me inspiration to start working on my own family house	2020-02-09 11:27 AM
Martin	QLD	First time reader of this great magazine! We found a tremendous amount of inspiration and new ideas for the dream home we're about to build .	2020-02-09 05:57 PM
Maria	SA	Complete Home is full of stunning design vignettes of TO DIE FOR items that I want want in my newly renovated house.	2020-02-15 12:19 PM
Bryan	VIC	As a builder, I take inspiration from the sleek diversity of the featured layouts. This edition has also been a helpful tool for having conversations with clients , and helping them to picture and describe their ideal living space.	2020-02-26 10:20 AM
Sheree Farmer	NSW	This issue, has a great look of open design, grey scale colours and gorgeous decor. Loads of stuff in this mag I could use for my new beauty studio .	2020-02-27 09:40 AM
Calyssa manos	NSW	Being recently new to the art of accessorising a room as I have just moved into the unit I have bought on my own , I found the issue super helpful with some great tips I never would've dreamed of thinking of!	2020-03-01 01:27 PM
Robyn wade	NSW	It is a great read because it is universal and applicable to anyone. It is on trend and instils confidence.	2020-03-03 08:17 AM

William McDonald	VIC	Home design has given me some brilliant ideas for my next project- a tiny house that is fully functional and transportable by road!	2020-03-04 12:55 AM
Megan Hoult	TAS	I just love the fresh inspiration. I needed something to kick off the move into our new home next month and this was it. Thanks	2020-03-09 08:06 PM
Rachel Birighitti	WA	Home Design keeps the reader abreast of current design trends and innovative products available from different stockists.	2020-03-10 06:10 PM
Jessica Burke	VIC	Grateful for the magazine giving incredible out of the norm ideas to enhance living spaces and designs. Have loved inspiration when building our new abode.	2020-03-11 10:40 PM
Maddison	VIC	#22.4 has helped me out a lot with ideas for my outdoor area. I'm starting to renovate it and I was completely lost. Thanks to issue #22.4 my outdoor area has never looked better!	2020-03-12 10:09 AM
Brian Crawford	VIC	It provided us some ideas when we were building	2020-03-12 04:59 PM
Rachel Bigg	SA	Our home is in constant state of renovation (carpenter husband and I love all things new and pretty!) issue 22.4 again has inspired me with some fresh simple changes to do, next project is our living room! Thanks for all the beautiful ideas!	2020-03-13 10:32 PM
Karina Petrovics	NSW	We are thinking of building a new home and find some great ideas, tips and inspiration from your magazines	2020-03-15 04:37 PM
Megan Jarvis	VIC	I'm moving house , so looking at all the textures and colour schemes is helping decide how I want to design	2020-03-16 08:56 AM
Nic M	VIC	Our family home burnt down in the recent bushfires. Home Design is inspiring me to help rebuild and redesign on a budget, without compromising quality!	2020-03-17 03:39 PM
Jeremy Bingham	QLD	I love some of the furniture in the issue and loved the inspiration for my new house I'm building	2020-03-24 06:18 PM
Kate Johnson	QLD	Sure, the latest issue of Home Design Magazine is great as it's the collector's edition and showcases the best of recent design trends but mostly it inspired the elegant tile choice for my ensuite renovation. Thank you HDM!	2020-04-05 02:12 PM
Caress Jeffrey	TAS	Because I have just moved into my home and have found heaps of tricks and tips in this issue	2020-04-10 03:26 AM
Lauren Loos	QLD	Fantasing about the featured homes is unadulterated escapism. But I love the achievable inspo too - I'm off to buy myself a cactus!	2020-04-11 11:39 AM
Helena Japundza	NSW	It has given me inspiration for renovations for my house	2020-04-18 11:17 PM
Hayley Smith	VIC	We have just moved into our dream home after a very long time renting and saving. I love to read the home design malaise for great ideas and design features. We have been in our home for 2 weeks and I have heaps of design inspo.	2020-04-19 12:23 PM
Lauren McGee	NSW	I don't want to state the obvious but now's the perfect time for home- projects because we've got time to focus without the usual intrusions!	2020-04-25 12:51 PM
Shannon McCarthy	WA	I am a real estate agent so the content is always a great read! I bring the issues to my clients for house presentation inspo!	2020-04-26 05:16 PM
Natasha Mircevic	VIC	Because it hits all the modern and sleek style which is amazing for inspiration for a new home owner	2020-04-28 09:19 AM
Det Fischer	QLD	We have just moved into a newly built home and have heaps of extras to complete. The prize would be extremely helpful	2020-04-28 08:46 PM

At *Home Design* magazine we go to extraordinary lengths to make sure we are reaching a market of people with projects. The colloquial, real-life stories above tell us it's working.

Unlike other media, we actually track consumer behaviour:

- We collect the IP addresses of browsers online so we can market to them,
- We use behavioural targeting in social media to communicate to them,
- We even send copies of magazines to DA and BA applicants in the Eastern states of Australia,

There is no better audience than the audience of people who have projects right now. At Universal Media Co we target the market that matters.

